

Message Text

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PAGE 01 IZMIR 00255 201601Z

41

ACTION EUR-25

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FM AMCONSUL IZMIR

TO AMEMBASSY ANKARA

INFO AMCONSUL ADANA

AMCONSUL ISTANBUL

AMEMBASSY VIENNA

SECSTATE WASHDC 1248

USDOC WASOHDC

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UNCLAS IZMIR 255

VIENNA FOR REX, COMMERCE FOR BIC/OIM

E.O. 11652: N/A

TAGS: BEXP, TU

SUBJECT: IZMIR FAIR: PRESS REVIEW OF AMERICAN PAVILLION

1. WELL ATTENDED PRESS PREVIEW OF AMERICAN PAVILION
AT FORTY-THIRD IZMIR INTERNATIONAL FAIR HELD AT 11:00 A.M.
SATURDAY, AUGUST 17. PREVIEW FOLLOWED BY SIMILAR
EFFORTS AT BRAND NEW RUSSIAN PAVILION ON SUNDAY, AND
AT CHINESE (PRC) PAVILION ON MONDAY.

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2. TWO OF THREE IZMIR DAILIES CARRIED INSIDE STORIES
ON U.S. PREVIEW ON SUNDAY, AND ON MONDAY THE TWO
REGIONAL COMMERCIAL PAPERS CARRIED FRONT PAGE
STORIES WITH PICTURES. ON TUESDAY THIRD DAILY CARRIED
INSIDE STORY ON IZMIR FAIR, STRESSING AMERICAN, SOVIET,
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CHINESE, AND EUROPEAN COMPETITION, AND CONTRASTING

AMERICAN AND SOVIET PAVILIONS AS PREVIEWED DURING WEEKEND. HAND-HELD WATER WELL DRILL, A NEW TECHNOLOGY ITEM, ATTRACTED GREAT DEAL OF FAVORABLE ATTENTION, ESPECIALLY IN MONDAY STORIES. THERE WAS NEGATIVE NOTE STRUCK IN SUNDAY STORIES BY EMPHASIS ON ALLEGED DECLINING COMMERCIAL ADVANTAGE OF U.S. PARTICIPATION IN FAIR, A DISTORTION OF PAVILION MANAGER'S EXPLANATION FOR DUCEJJU.Y M PRESENCE COMPARED TO IMPRESSIVE AND WELL REMEMBERED SHOWPIECE EXHIBITIONS OF LATE FIFTIES AND EARLY SIXTIES.

3. DESPITE SOVIET DISPLAY OF NEWLY CONSTRUCTED PAVILION, COVERAGE OF ITS PRESS BRIEFING NO MORE EXTENSIVE THAN THAT OF U.S., AND CHINESE COVERAGE

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SIGNIFICANTLY LESS. NO NEGATIVE NOTES, HOWEVER, WERE STRUCK IN SOVIET AND CHINESE COVERAGE.
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